

ORDER



Orders
Order / Rev: 187063
Alt Order #:
Product Desc: 100-Issue
Estimate: 2079-SMP Indiana 10.17-10.23
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/16/12 / 10/18/12
Order Type: GENERAL

RTV 6

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact: Maura Gilroy
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/(D)Senate Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/23/12 | 45 | \$21,560.00 | \$18,326.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 45 | \$21,560.00 | \$18,326.00 | 0.00 |
| Totals | 45 | \$21,560.00 | \$18,326.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Tara Washburn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|-------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| N 1 | RTV 6 | 10/17/12 | 10/23/12 | 6-7A News/WRTV 6-7A News | CA | 6-7A | MTWTF-- | :30 | 2 | \$300.00 | P2 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 2 | | | \$300.00 | | 0.00 | | | |
| N 2 | RTV 6 | 10/17/12 | 10/23/12 | 7-9a Good Morning America Good Morning America | CA | 7-9A | MTWTF-- | :30 | 3 | \$300.00 | P2 | 0.00 | NM | 3 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 3 | | | \$300.00 | | 0.00 | | | |
| N 3 | RTV 6 | 10/17/12 | 10/23/12 | DY-9-10A/WRTV DY 9-10A | CA | 9-10A | MTWTF-- | :30 | 2 | \$180.00 | P2 | 0.00 | NM | 2 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 2 | | | \$180.00 | | 0.00 | | | |
| N 4 | RTV 6 | 10/17/12 | 10/23/12 | 10-11A/WRTV 10-11A M-F | CA | 10A-11A M-F | MTWTF-- | :30 | 2 | \$125.00 | P2 | 0.00 | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 2 | | | \$125.00 | | 0.00 | | | |
| N 5 | RTV 6 | 10/17/12 | 10/23/12 | The View The View | CA | 11A-12N | MTWTF-- | :30 | 2 | \$300.00 | P2 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 2 | | | \$300.00 | | 0.00 | | | |
| N 6 | RTV 6 | 10/17/12 | 10/23/12 | Midday News/WRTV Midday News | CA | 12P-1230P | MTWTF-- | :30 | 2 | \$320.00 | P2 | 0.00 | NM | 2 | \$640.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | 2 | | | \$320.00 | | 0.00 | | | |

Order / Rev: 187063
 Alt Order #:
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Issue/(D)Senate Majority PAC
 Product Desc: 100-Issue
 Estimate: 2079-SMP Indiana 10.17-10.23

RTV 6

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-------|------------------------|-------------------|---|-----------------------|--------------------------|-----------------|-------------------|-----------------------|------------|---------------|------|-------|------------|
| N 7 | RTV 6 | 10/17/12 | 10/23/12 | 1230-1P WRTV 1230-1P M-F | CA | 1230P-1P M-F MTWTF-- | :30 | 2 | \$240.00 | P2 | 0.00 | NM | 2 | \$480.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 2 | \$240.00 | | 0.00 | | | |
| N 8 | RTV 6 | 10/17/12 | 10/23/12 | The CHEW The Chew | CA | 1258P-2P MTWTF-- | :30 | 2 | \$220.00 | P2 | 0.00 | NM | 2 | \$440.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 2 | \$220.00 | | 0.00 | | | |
| N 9 | RTV 6 | 10/21/12 | 10/21/12 | ABC GMA SUN GMA SUN 8-9A | CA | GMA Sun -----S | :30 | 2 | \$240.00 | P1 | 0.00 | NM | 2 | \$480.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | 2 | \$240.00 | | 0.00 | | | |
| N 10 | RTV 6 | 10/17/12 | 10/23/12 | 3-4pm Katie Couric Show 3-4p Katie Couric Show | CA | 3-4p MTWTF-- | :30 | 2 | \$110.00 | P3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 2 | \$110.00 | | 0.00 | | | |
| N 11 | RTV 6 | 10/17/12 | 10/23/12 | EF-4-5P/WRTV EF 4-5P | CA | 4-5P MTWTF-- | :30 | 2 | \$525.00 | P1 | 0.00 | NM | 2 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 2 | \$525.00 | | 0.00 | | | |
| N 12 | RTV 6 | 10/17/12 | 10/23/12 | 5-530P News/WRTV 5-530P News | CA | 5P-530P MTWTF-- | :30 | 3 | \$565.00 | P1 | 0.00 | NM | 3 | \$1,695.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 3 | \$565.00 | | 0.00 | | | |
| N 13 | RTV 6 | 10/17/12 | 10/23/12 | 530-6P News/WRTV 530-6P News | CA | 530P-6P MTWTF-- | :30 | 3 | \$565.00 | P1 | 0.00 | NM | 3 | \$1,695.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 3 | \$565.00 | | 0.00 | | | |
| N 14 | RTV 6 | 10/17/12 | 10/23/12 | 6-630P News/WRTV 6-630P News | CA | 6P-630P MTWTF-- | :30 | 3 | \$565.00 | P1 | 0.00 | NM | 3 | \$1,695.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 3 | \$565.00 | | 0.00 | | | |
| N 15 | RTV 6 | 10/17/12 | 10/23/12 | 7-730P News/WRTV 7-730P News | CA | 7P-730p MTWTF-- | :30 | 2 | \$565.00 | P1 | 0.00 | NM | 2 | \$1,130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 2 | \$565.00 | | 0.00 | | | |
| N 16 | RTV 6 | 10/20/12 | 10/20/12 | Sat 7-730p News Sat 7p News | CA | Sat 7P-730P -----S- | :30 | 1 | \$250.00 | P1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S- | | | | 1 | \$250.00 | | 0.00 | | | |
| N 17 | RTV 6 | 10/21/12 | 10/21/12 | SU 6-630P News/WRTV Sun 6-630P News | CA | 6-630P -----S | :30 | 1 | \$250.00 | P1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S | | | | 1 | \$250.00 | | 0.00 | | | |
| N 18 | RTV 6 | 10/17/12 | 10/23/12 | M-F 730-8p AC 730-8P/WRTV | CA | 730-8P M-F MTWTF-- | :30 | 1 | \$325.00 | P2 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | MTWTF-- | | | | 1 | \$325.00 | | 0.00 | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | | RTV 6 | 10/17/12-10/23/12 | M-F 730-8p | 730-8P M-F | | MTWThF---- | :30 | (\$325.00) | 0.00 | NM | | | |
| | | See MG 18.2 | | | | | | | | | | | | |
| | | [PROGRAM CHG.] Preempt | | | | | | | | | | | | |
| 2 | | RTV 6 | 10/17/12-10/23/12 | M-F 730-8p | 730-8P M-F | | M-----F---- | :30 | \$325.00 | 0.00 | NM | | | |
| | | Ⓜ MG for 18.1 10/23 | | | | | | | | | | | | |
| N 19 | RTV 6 | 10/20/12 | 10/20/12 | Sa 730-8P Sa 730-8P Access | CA | Sa 730-8P Access -----S- | :30 | 1 | \$200.00 | P2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/17/12 | 10/23/12 | -----S- | | | | 1 | \$200.00 | | 0.00 | | | |
| N 20 | RTV 6 | 10/22/12 | 10/22/12 | | CA | 8-9p M----- | :30 | 1 | \$4,000.00 | P1 | 0.00 | NM | 1 | \$4,000.00 |

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|---------------|------------------------------|
| Advertiser: | Issue/(D)Senate Majority PAC |
| Product Desc: | 100-Issue |
| Estimate: | 2079-SMP Indiana 10.17-10.23 |

Advertiser: Issue/(D)Senate Majority PAC

Product Desc: 100-Issue

Estimate: 2079-SMP Indiana 10.17-10.23

| | | |
|--------|----|-------------|
| Totals | 45 | \$21,560.00 |
|--------|----|-------------|